

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Career Services

Unit Mission

The mission of RSU Career Services is to help students develop lifelong career management skills to prepare them for the transition from student to professional. Career Services seeks to complement and enhance the academic learning environment for students by providing career assessment and advising as well as career development and job search assistance to help students achieve their professional goals. Furthermore, Career Services assists employers and graduate school representatives with their recruitment efforts on campus with the goal of connecting students to meaningful internships, careers and graduate school opportunities.

Goal 1: Advance Academic Excellence/Goal 5: Enhance Institutional Accountability

This Unit Action Plan Specifically Supports Commitment(s) 5: To provide University-wide student services, activities, and resources that complement academic programs.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Career Services will develop, implement and evaluate an official presence on LinkedIn.com to provide opportunities for and satisfy the needs of both students and employers while building rapport and awareness of the value provided through Career Services.	Completion of Performance Standard by April 1, 2014. Online poll through LinkedIn.com	Students and employers who engage with the Hire Hillcats brand through LinkedIn will increase their knowledge and awareness of Career Services. The majority of students who participate will consider LinkedIn.com beneficial to their career planning process.	Career Services was in a period of transition during the 2013-2014 academic year. This goal will be modified and combined with the third goal in this plan in order to provide better online resources for students, alumni and employers.	Other, activity will be modified for the upcoming year

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Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Career Services will develop a once per month e-mail newsletter (beginning in Fall 2012) with pertinent information for employers and graduate school representatives.	Completion of Performance Standard by April 1, 2014.	Career Services will continue to grow the database of employer and graduate school contacts.	Career Services was in a period of transition during the 2013-2014 academic year. This goal will be rescheduled for the upcoming year.	Rescheduled for next year
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Career Services will provide quality career development presentations online through on demand video.	Completion of Performance Standard by April 1, 2014.	Career Services will facilitate educational opportunities through online content and instruction.	Career Services was in a period of transition during the 2013-2014 academic year. This goal will be modified and combined with the first goal in this plan in order to provide better online resources for students, alumni and employers.	Other, activity will be modified for the upcoming year
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience 5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Career Services will provide quality one-on-one career advisement to students and alumni and will evaluate these sessions through satisfaction evaluations.	Completion of Performance Standard by April 1, 2014.	75 percent of survey respondents will rate Agree (4) or Strongly Agree (5) to the statement: "I gained valuable career information from this advisement."	Career Services was in a period of transition during the 2013-2014 academic year. This goal will be rescheduled for the upcoming year.	Rescheduled for next year

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*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
Insert rows as needed							